**IBM**

WebSphere® software

Providing a multichannel gift-center solution that can help increase customer acquisition, retention and wallet share.

Highlights

■ *Offers a flexible solution that can work as a stand-alone gift-registry solution or interface with an existing back-end gift-registry system*

■ *Comes ready to deploy for the Web, kiosk and call center*

■ *Expands your reach to a dispersed network of family and friends with real-time access to create, manage and purchase from gift registries*

■ *Provides a centralized cross-channel solution that uses the catalog, order, checkout, marketing and merchandising capabilities of WebSphere Commerce to create one platform for e-commerce, gift registry, kiosk, call center and point-of-sale systems*

The *gifting market* is defined as the buying and giving of gifts to family and friends. Weddings are an important component of the gifting market, with approximately 2.4 million couples getting married in the U.S. annually. Wedding-gift spending is estimated to be more than US$19 billion annually.[1] If you consider that engaged couples receive gifts from an average of 164 guests,[2] you can see that gift registries can provide a significant revenue-generation opportunity.

Web

Point of sale

Call center

Multichannel gift registry

Gift center application

IBM WebSphere Commerce

Scanner
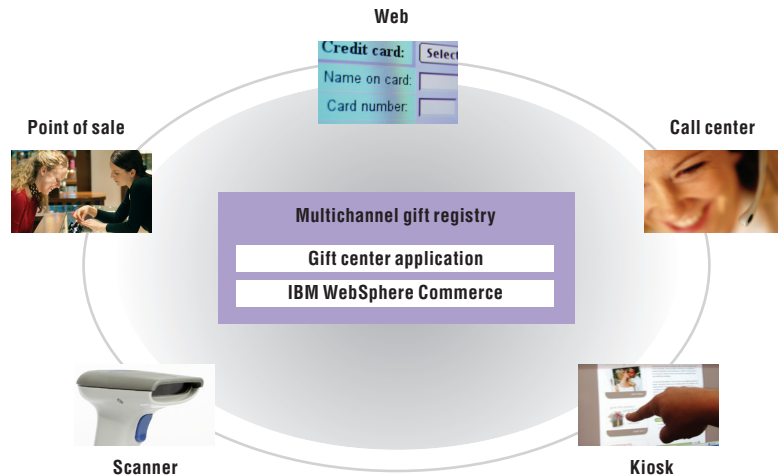
Kiosk

IBM Gift Center for WebSphere Commerce provides a robust multichannel gift-registry solution that takes advantage of WebSphere Commerce as the common platform for e-commerce, gift-registry, kiosk, call center and point-of-sale systems.

Capture the gift-giving opportunity

Gift registries offer customers the ability to connect with their families and friends during significant life events, such as weddings, baby showers or anniversaries, by enabling them to create a gift wish list. To help you make the most of this opportunity, IBM Gift Center for WebSphere Commerce provides a complete multichannel gift-registry solution that you can deploy as a Web-only or store-only gift registry. You can also integrate the solution into an existing back-end registry system or allow it to act as a stand-alone, centralized solution.

Robust capabilities to boost customer satisfaction

In today's marketplace, your competition is never more than a click away. And convenience can be an important factor in gaining and sustaining customer loyalty. Gift Center for WebSphere Commerce includes leading-edge multichannel capabilities that enable you to offer your customers the convenience of creating a gift-registry account at home by accessing your store Web site through their home computer, at the store using an in-store kiosk or by contacting your store's call center. And making gift registry quick and easy for your customers can win the kind of long-term loyalty that can directly affect your bottom-line revenue.
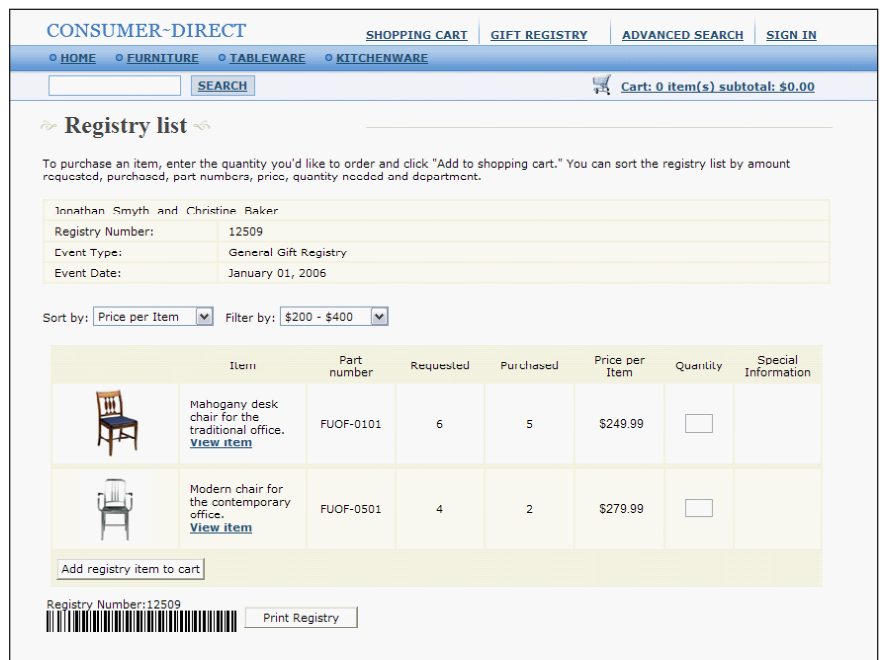
Customers can add items to their gift registry using the point of contact of their choice — whether that is browsing an online catalog, scanning Universal Product Code (UPC) tags with a handheld scanner at the store, clicking an e-mail promotion or contacting your store's call center. And because Gift Center for WebSphere Commerce can integrate with both IBM WebSphere® Commerce and other vendors' e-commerce solutions, you can provide the kind of consistent product information across channels that can avoid frustration and boost customer confidence.

After registrants have made their selections, Gift Center for WebSphere Commerce enables them to notify guests of their upcoming life event and their gift registry using e-mail. Then, they can manage and update their registry list, and view a history log of notifications sent. Registrants can also track items that have been purchased from the registry list through all available touchpoints.

The targeted-selling capabilities of Gift Center for WebSphere Commerce enable you to provide gift registrants with product recommendations as part of the registration e-mail they receive. These capabilities also enable you to offer post-life-event promotions for items remaining in a gift registry, so registrants can purchase them at a discount within a certain period after the event date. As a result, you can not only provide your customers with personalized service, but make the most of cross-sell and up-sell opportunities to help maximize customer wallet share.
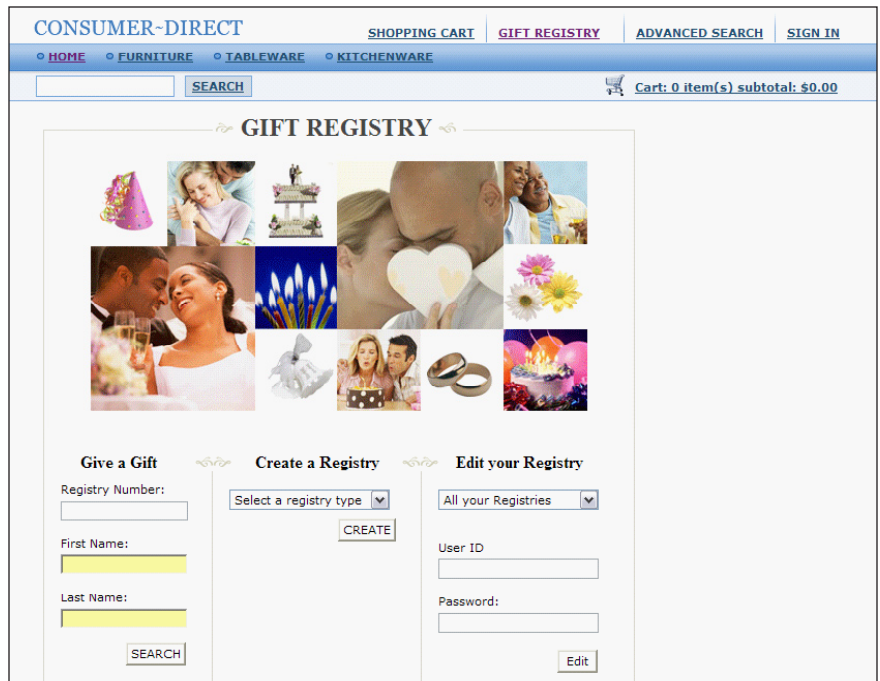
IBM Gift Center for WebSphere Commerce makes it easy to create a gift registry for a variety of life events.


Customers can add items to their gift registries online, at an in-store kiosk using handheld scanners or by contacting your call center. Gift givers can also access gift-registry lists online, at an in-store kiosk or through your call center.

Gift givers are provided the same convenience as registrants. They too can access the gift registry by following a link provided in an e-mail sent by the registrant, directly from your store Web site, through your in-store kiosk or by contacting your call center. You can also provide product recommendations based on the items the gift registrant has chosen to help ease the purchaser's decision-making process. And Gift Center for WebSphere Commerce enables you to offer the convenience of adding and purchasing registry and nonregistry items in one shopping cart.

Flexibility to meet your business needs

To facilitate its deployment, you can choose from three readily available reference deployments with user interfaces for an online Web site, an in-store kiosk with handheld scanners and an in-store gift consultant to illustrate how to create and manage a gift registry. However, these applications are not mutually exclusive — they work together to provide the kind of multichannel gift-registry solution IBM clients expect from a WebSphere Commerce solution.

For example, a customer can work with your store's gift consultant to start a gift registry. The next day, the customer might add more items to the registry from his or her home computer. And the next time the customer is in the store, he or she can use the in-store kiosk to add or delete items, or print out the registry list for review.
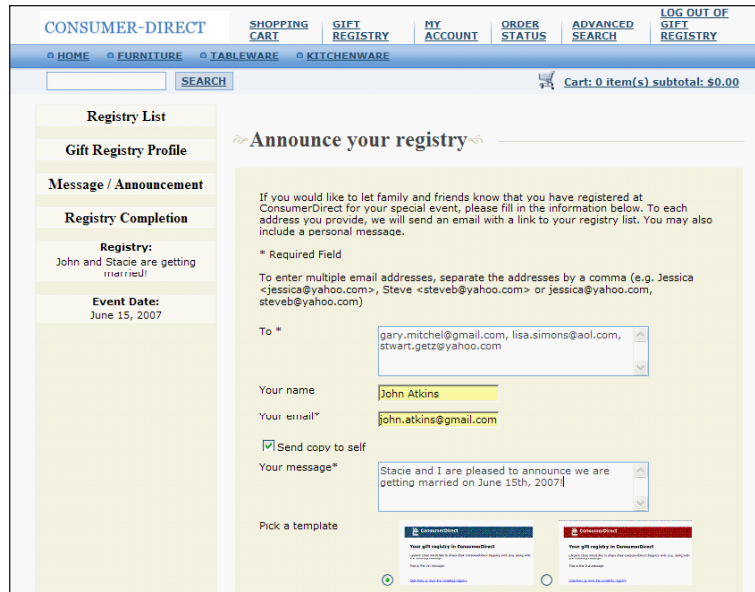
IBM Gift Center for WebSphere Commerce enables registrants to send e-mails to let family and friends know about where they are registered.
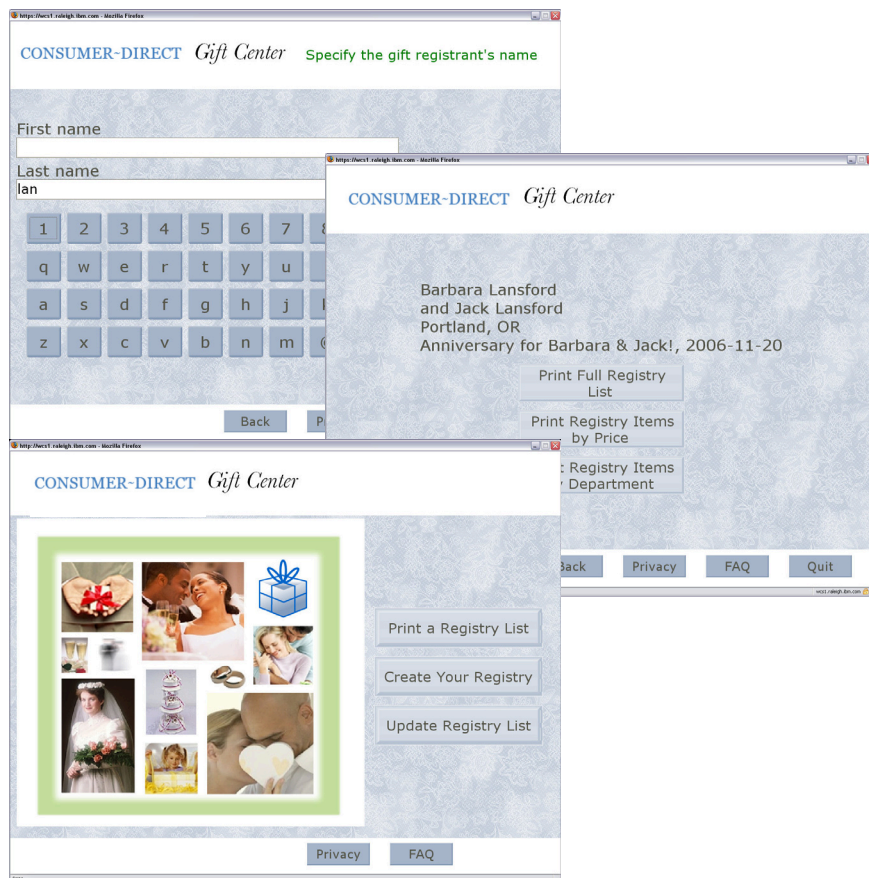
When customers use the in-store kiosk, they have access to the same product information that is available through your online store.

The wedding-registry market

- Nearly 85 percent of today's to-be-weds want you to select a gift from their wish list, and 98 percent of them have created at least one wedding gift-registry list.
- The number of couples who are using the Web as a home base to link to their registries has jumped by seven percent. Today, 4 in 10 couples have a wedding Web page and statistics indicate that number will continue to grow.
- Guests usually spend at least US$50 on a wedding gift.
  – The Knot, 2005[3]

- Seventy-seven percent of brides use the Internet for wedding planning and research.
- Three out of four couples are using a wedding registry and couples have an average of 2.7 registries.
  – The Big Day Travel and Honeymoon Registry, 2006[4]

Gift Center for WebSphere Commerce enhances the WebSphere Commerce offering — and it can also be a stand-alone gift-registry solution that you can combine with your existing e-commerce solution. That's because Gift Center for WebSphere Commerce provides the flexibility to support practically any Web-site layout design — giving you the freedom to implement retail gift-registry initiatives that address your specific business requirements.

For more information

To learn more about IBM Gift Center for WebSphere Commerce, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/commerce

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[1] "Bridal Industry Statistics." The Knot. Based on information from The Knot, National Center for Health Statistics, 1998 U.S. Census Bureau and Bride's Magazine Reader Study, 2001. <www.theknot.com/au_industrystats.shtml>.

[2] "Wedding Statistics for the Media and the Wedding Professional." Association for Wedding Professionals International. 1996. <http://afwpi.com/wedstats.html>.

[3] "Rules of Gift Giving" (based on a survey conducted by The Knot and Kohl's Bridal Aisle). 2005. <www.kohlscorporation.com/ecom/giftregistry/giftgivingrules.htm>.

[4] "Wedding and Honeymoon Registry Statistics." The Big Day Travel and Honeymoon Registry. 2006. <www.thebigday.com/help/AboutUs.asp?br=544>.

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